

WHAT IS CLAIMED IS:

1. A method for reporting block trades comprising:  
advertising a block trade of a particular security indicating a volume associated with the block trade; and attaching to the advertisement an indication by an exchange that the block trade was executed through the exchange.
2. The method according to claim 1, further comprising including an identifier of the trading firm with the advertisement.
3. The method according to claim 1, wherein the advertising is conducted under control of the trading firm.
4. A method for advertising trades in one or more assets, rights and/or liabilities comprising:  
collecting data on trading volumes from clearing and settlement records;  
providing a reporting entity an opportunity to enter a trading identifier of a trading entity that should get credit for the volume when an order is sent to a participating market venue; and aggregating the trading identifier, at a trading firm's option, across a group of trading subsidiaries that may make up a larger firm.
5. The method according to claim 4, further comprising advertising the trades based upon one or more threshold parameters that a firm establishes for each security.

6. The method according to claim 5, further comprising distributing trade advertisements using a market data distribution mechanism.

7. The method according to claim 6, further comprising enabling a consumer to specify a stock and optionally a volume threshold for each stock about which the consumer desires to receive trade advertisements.

8. The method according to claim 4, further comprising providing an interface that allows a trading firm to control advertisement of a trade.

9. A method for reporting block trades comprising:  
advertising a block trade of a particular security indicating a volume associated with the block trade; and including with the advertisement an indication by an exchange that the block trade was executed through the exchange.

10. The method according to claim 9, further comprising:  
controlling advertising of trades using parameters specified by each trading firm that defer advertisement of trades for a period based on the size of the report and the security concerned.

11. The method according to claim 10, further comprising allowing a trading firm to add the trading identifier after the trade is completed to provide trade-by-trade control.

12. The method according to claim 10, further comprising linking to a trading firm's position management system to enable a trading firm to suppress advertising of a block of a particular security.

13. The method according to claim 10, further comprising linking to a trading firm's computers to block potential advertisements of block trades that are on a restricted list of securities maintained by the trading firm.

14. The method according to claim 10, further comprising flagging a sensitive block upon release for advertising to indicate a delayed advertisement.

15. The method according to claim 10, further comprising subscribing by end user institutions to a special feed that highlights when sensitive blocks have been released.

16. An apparatus for reporting block trades comprising:  
a database storing information related to block trades, including a security, a size and a trading firm; a trade interface coupled to the database via which the database receives block trade information; a trading firm interface to the database via which a trading firm enters one or more parameters for publishing block trades; and a data feed coupled to the database and outputting published block trades in accordance with the trading firm established parameters.

17. The apparatus according to claim 16, wherein the data feed includes an advertisement of a block trade of a particular security indicating a volume associated with the block trade and an indication with the advertisement by an exchange that the block trade was executed through the exchange.

18. The apparatus according to claim 17, wherein the advertisement includes an identifier of the trading firm.

19. The apparatus according to claim 17, wherein the advertisement is published under control of the trading firm.

20. The apparatus according to claim 16, further comprising an interface coupling the database to a trading firm's position management system to enable a trading firm to suppress advertising of a block of a particular security.

21. The apparatus according to claim 16, further comprising an interface coupling the database to a trading firm's computers to block potential advertisements of block trades that are on a restricted list of securities maintained by the trading firm.

22. An apparatus for permitting controllable advertising of trading comprising:  
a user interface via which a user enters one or more control parameters regarding subsequent trade advertisements; a database storing trade information coupled to the user interface over a computer network, said database operated by a trusted third

party and receiving user specified control parameters from one or more users; and a trade advertisement data feed output from the database under control of the trusted third party, said trade advertisement data feed being filtered in accordance with the user specified control parameters including one or more advertisements of trades, each of which advertisements includes a trading firm, a price, a size and a security.

23. The apparatus according to claim 22, wherein the user interface comprises a web browser.

24. The apparatus according to claim 22, wherein the user interface comprises an application programming interface.

25. A method for advertising trades of assets, rights and/or liabilities comprising providing a trusted source providing added confidence to accuracy of a block trade advertisement; and providing simultaneously control over the advertisement to a potential advertiser.

26. The method according to claim 25, wherein said providing control includes enabling the advertiser to set one or more parameters electronically with which subsequent advertisements are published in accordance.

27. The method according to claim 26, wherein said one or more parameters includes a volume threshold below which no trades are advertised.

28. The method according to claim 26, wherein said one or more parameters includes a list of securities about which no trades are advertised.

29. The method according to claim 26, wherein said one or more parameters includes a list of related trading firms over which to aggregate trading volume before advertising.

30. The method according to claim 25, further comprising delaying advertisement under control of the potential advertiser or the exchange for a controllable period of time.

31. The method according to claim 25, further comprising provides an indication in a order indicating whether a trade resulting from the order should be included as an advertisement or not and an identification of a trading firm that should get credit for the trade.

32. The method according to claim 31, further comprising transmitting a data feed including a plurality of block trade advertisements from the trusted source.

33. The method according to claim 32, further comprising:  
receiving the data feed by a subscriber; and filtering the data feed in accordance with a plurality of subscriber definable parameters that indicate one or more instruments about which a recipient desires to receive information included in the data feed.

34. The method according to claim 33, wherein the plurality of definable parameters includes a volume associated with each advertisement.

35. The method according to claim 25, wherein the potential advertiser can block one or more advertisements.

36. The method according to claim 33, wherein said filtering includes identifying an advertisement of a trade that has been delayed by an advertiser.

37. The method according to claim 25, wherein said providing a trusted source includes inserting a digital signature from the trusted source as evidence of a source of the advertisement.